- More effective filtration. It seems feasible to produce a filter that will remove 40% of the tar from a given cigarette and still allow the cigarette to maintain a satisfactory pressure drop and flavor.
- Modification in the types of tobacco so that the blend used is as low as possible in tar and nicotine content.
- Regulation of the size of the cigarette so that the lowest amount of tar possible is yielded.

These measures, together with moderation of smoking habits, can effectively reduce the cancer risk of smokers. It may be predicted that if the average smoker were exposed to only one half the amount of tobacco tar to which the smoker of regular-sized cigarettes is now exposed, his cancer risk would be significantly reduced. Any measure designed to thus reduce man's exposure to tobacco tar, whether through modification of the tobacco or the cigarettes, or through more effective filtration, can significantly contribute to the decrease in risk.

Wynder E.L., Kopf P. and Ziegler H. A study of tobacco carcinogenesis II Dose-response studies. 1957

PM3001135109

Source: https://www.industrydocuments.ucsf.edu/docs/flhk0001